

WHAT IS CLAIMED IS:

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1. A method for using a computer to facilitate a transaction between a merchant and a buyer, the method comprising the steps of:

inputting into the computer a digital content file of the merchant, the digital content file including a header with information related to purchasing a digital content product and the digital content product in encoded form; and

using the computer for reading the downloaded header and displaying at least some of the information related to purchasing the digital content product while concurrently downloading the encoded digital content product into the computer.

2. A method as recited in claim 1, further comprising inputting a request to purchase the digital content product into the computer, outputting from the computer the request to purchase to a broker computer, receiving at the computer from the broker computer a key for decoding the encoded digital content product in response to the request to purchase, and using the key at the computer to decode the encoded digital content product while concurrently displaying the decoded digital content product.

3. A method as recited in claim 2, further comprising concurrently downloading the encoded digital content product into the computer while decoding the encoded digital content product and displaying the decoded digital content product.) dup of 1

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4. A method for using a computer by a broker to encrypt digital content product files of a merchant that are hosted at a merchant web site, the method comprising the steps of:

inputting into the computer the digital content product files designated for encryption together with the web site location of the digital content product files and information required to access the digital content product files;

via the computer, connecting to the web site and accessing and encrypting the digital content product files designated for encryption; and

storing the encrypted digital content product files at the web site.

5. A method as recited in claim 4, further comprising inputting into the computer a location at the web site where each of the encrypted digital content product files are to be stored, and storing the encrypted digital content product files at the location.

6. A method as recited in claim 5, further comprising using the computer to create a buyer product file for each encrypted digital content product file, the buyer product file including the encrypted digital content product file and a header having information about the digital content product file for use by a buyer in making a decision on whether to purchase the digital content product.

A method for distributing from a first computer digital content products for purchase, the method comprising the steps of:

encrypting a first digital content product file;

statically storing the encrypted first digital content product file at the computer;

storing a second digital content product file in unencrypted form at the computer; and

inputting a request into the first computer for downloading from the first computer to a second computer at least one of the encrypted first digital content product file and the second digital content product file;

wherein at times when the request is for the encrypted first digital content product file downloading the first encrypted digital content file to a second computer, and at times when the request is for the second digital content product file dynamically encrypting the second digital content product file while maintaining the storing of the second digital content product file in unencrypted form.

8. A computer having a computer-readable medium including computer-executable instructions for performing the steps of receiving and storing in the computer a digital content file of a merchant, the digital content file including a header with information related to purchasing a digital content product and the digital content product in encoded form; and reading the stored header and displaying at least some of the information related to purchasing the digital content product while concurrently receiving the encoded digital content product into the computer.